CLAIMS:

1. A method for generating a recommendation for a user, the method comprising:

identifying a first group of other users, the first group of other users having a plurality of first individuals each associated with at least one of user preferences and user profiles that are considered positive influences in generating a recommendation for the user; and

generating the recommendation for the user based on at least one of the user preferences and user profiles of one or more of the plurality of first individuals in the first group.

2. The method of claim 1, wherein the generating is based on the user profile of one or more of the plurality of first individuals in the first group, the method further comprising:

obtaining permission from each of the first individuals corresponding to each of the user profiles used to generate the recommendation; and

storing each of the user profiles.

3. The method of claim 1, further comprising:

identifying a second group of other users, the second group of other users having a plurality of second individuals each associated with at least one of user preferences and user profiles that are considered negative influences in generating a recommendation for the user; and

wherein the generating of the recommendation for the user is further based on at least one of the user preferences and user profiles of one or more of the plurality of second individuals in the second group.

4. The method of claim 3, wherein the generating comprises:

generating the recommendation based on at least one of the user preferences and user profiles of one or more of the plurality of first individuals in the first group; and

filtering the recommendation against at least one of the user preferences and user profiles of one or more of the plurality of second individuals in the second group.

5. The method of claim 1, further comprising assigning a weight to one or more of the plurality of first individuals in the first group, the weight being a factor by which each of the plurality of first individuals is considered in generating the recommendation.

6. The method of claim 5, wherein the assigning comprises the user assigning the weight to one or more of the plurality of first individuals in the first group.

7. The method of claim 1, wherein the first group comprises two or more first groups, the method further comprising assigning a weight to each of the two or more first groups, the weight being a factor by which each of the two or more first groups is considered in generating the recommendation.

8. The method of claim 7, wherein the assigning comprises the user assigning the weight to each of the two or more first groups.

9. The method of claim 1, wherein at least one of the user preferences and user profile corresponding to the one or more of the plurality of first individuals in the first group have one or more characteristics, the method further comprising assigning a weight to each of the one or more characteristics, the weight being a factor by which each of the one or more characteristics is considered in generating the recommendation.

10. The method of claim 9, wherein the assigning comprises the user assigning the weight to each of the one or more characteristics.

11. The method of claim 3, further comprising assigning a weight to one or more of the plurality of second individuals in the second group, the weight being a factor by which each of the plurality of second individuals is considered in generating the recommendation.

12. The method of claim 11, wherein the assigning comprises the user assigning the weight to one or more of the plurality of second individuals in the second group.

13. The method of claim 3, wherein the second group comprises two or more second groups, the method further comprising assigning a weight to each of the two or more second groups, the weight being a factor by which each of the two or more second groups is considered in generating the recommendation.

14. The method of claim 13, wherein the assigning comprises the user assigning the weight to each of the two or more second groups.

15. The method of claim 3, wherein at least one of the user preferences and user profile corresponding to the one or more of the plurality of second individuals in the second group have one or more characteristics, the method further comprising assigning a weight to each of the one or more characteristics, the weight being a factor by which each of the one or more characteristics is considered in generating the recommendation.

16. The method of claim 15, wherein the assigning comprises the user assigning the weight to each of the one or more characteristics.

17. The method of claim 1, wherein the identifying comprises the user identifying the plurality of first individuals in the first group.

18. The method of claim 3, wherein the identifying comprises the user identifying the plurality of second individuals in the second group.

19. The method of claim 1, wherein the identifying comprises automatically generating the plurality of first individuals in the first group.

20. The method of claim 19, wherein the automatically generating comprises:

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determining an extent to which other users from an available set of other users were useful towards generating a recommendation; and

selecting those other users as candidates for the first group whose extent is greater than a predetermined threshold.

21. The method of claim 20, further comprising presenting the selected other users to the user for selection of the first individuals in the first group.

22. The method of claim 3, wherein the identifying comprises automatically generating the plurality of second individuals in the second group.

23. The method of claim 22, wherein the automatically generating comprises:

determining an extent to which other users from an available set of other users were useful towards generating a recommendation; and

selecting those other users as candidates for the second group whose extent is less than a predetermined threshold.

24. The method of claim 23, further comprising, presenting the selected other users to the user for selection of the second individuals in the second group.

25. The method of claim 1, wherein the recommendation is a television program recommendation.

26. An apparatus for generating a recommendation, the apparatus comprising:

means (106, 118) for identifying a first group of other users, the first group of other users having a plurality of first individuals each associated with at least one of user preferences and user profiles that are considered positive influences in generating a recommendation for the user; and

a recommender (110) for generating the recommendation for the user based on at least one of the user preferences and user profiles of one or more of the plurality of first individuals in the first group.

27. The apparatus of claim 26, further comprising:

means (106, 118) for identifying a second group of other users, the second group of other users having a plurality of second individuals each associated with at least one of user preferences and user profiles that are considered negative influences in generating a recommendation for the user; and

wherein the generating of the recommendation by the recommender is further based on at least one of the user preferences and user profiles of one or more of the plurality of second individuals in the second group.

28. A computer program product embodied in a computer-readable medium for generating a recommendation for a user, the computer program product comprising:

computer readable program code means for identifying a first group of other users, the first group of other users having a plurality of first individuals each associated with at least one of user preferences and user profiles that are considered positive influences in generating a recommendation for the user; and

computer readable program code means for generating the recommendation for the user based on at least one of the user preferences and user profiles of one or more of the plurality of first individuals in the first group.

29. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating a recommendation for a user, the method comprising:

identifying a first group of other users, the first group of other users having a plurality of first individuals each associated with at least one of user preferences and user profiles that are considered positive influences in generating a recommendation for the user; and

generating the recommendation for the user based on at least one of the user preferences and user profiles of one or more of the plurality of first individuals in the first group.